

PRESS PLAY FORT LAUDERDALE



GOAL 2

Be a sustainable and resilient community.

Frequently Asked Questions (FAQ)

What is the Flip the Switch Campaign?

The Flip the Switch campaign is a friendly competition between our work spaces to see who can adopt more conservative energy habits. The purpose of the campaign is to increase the frequency with which we turn off lights and computer monitors when they are not needed.

Why are we launching the Flip the Switch Campaign?

The City has a responsibility to our community to lead by example. Turning off our lights and monitors when they are not in use is one small way we can reduce costs, save energy, and show our residents that we are committed to Greening Our Routine.

The Flip the Switch campaign is spearheaded by the Sustainability Division of the Public Works Department in an effort to achieve the City's 20% by 2020 energy conservation goals and bring awareness to better energy habits and to encourage greener behaviors to reduce energy, resources, and our carbon footprint.

How does it work?

Each of us has meetings and moments throughout the day, when we are not in our work space. Our goal is to have you turn off your lights and computer monitors during these times. We will be monitoring your efforts during the month of April and May. The campaign will last one month, from April 18 to May 18, 2016. At the end of the Challenge, we will award our top savers!

Who can participate?

We hope you turn off your devices when not in use, and we would like to encourage this behavior through your participation in the Challenge. Please contact your area's Flip the Switch Champion to participate. Want to be a Champion, or find out the Champion for your area? Contact Matthew Ferrer at maferrer@fortlauderdale.gov. **To join, your Champion must register by April 12. Only Flip the Switch Champions need to register, individual participants should register with their Champion, they do not need to register individually.** Each participating team can be a floor, building, or part of a floor and should contain between 20 and 50 workstations. The Champion will be responsible for (1) communicating about the campaign (2) distributing stickers and posters; and (3) conducting Observation Checks throughout the month-long Challenge. If your department or floor doesn't have a Champion, you can still participate in the campaign. Contact Matthew Ferrer at 954-828-5712 for more information.

What can I win?

The winning team will be the team that Improves Most Overall and has the Highest Percentage Improvement. The winning team will receive a FREE feast of their choice (i.e. breakfast, lunch, dessert)!

For more information, contact Matthew Ferrer at maferrer@fortlauderdale or 954-828-5712.